

Chamber Connection

Your connection to the greater Hanover business community

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Mission: The Hanover Area Chamber of Commerce delivers value to its members and advances the interests of the business community.

Chamber Accepting Award Nominations for its October 20th Annual Meeting

Every year, the Hanover Chamber welcomes members to attend its Annual Meeting to learn more about its accomplishments and goals.



Reader's Cafe
2010 Small Business
of the Year

This year's event will be held on Thurs., Oct. 20th at the Eichelberger Performing Arts Center. The Chamber will hold its business meeting from 4 - 5 p.m., at which time it will also announce the recipients of the Small Business of the Year, Entrepreneur of the Year, Positive Action and Educators of the Year.

The celebration will continue with a mixer backstage from 5 - 7 p.m. Join us for the entire evening or come and go as you please. This complementary event is a great way to remain informed about your Chamber, recognize area



Melinda & Keith Stambaugh
Warehouse Gourmet Catering
2010 Entrepreneur of the Year

businesses and educators, and network with area professionals.

Members are welcome to nominate themselves or a colleague. Forms are available online at hanoverchamber.com/about_special.html. Deadline for nominations has been

extended to Oct. 10th.

The Chamber thanks the following Annual Meeting sponsors for their support:



This event is complimentary, but registration is required. Please see pg. 11 for details.

New Member Orientation

November 8th

7:30 - 8:30 a.m. & 12 - 1 p.m.

Whether you just joined the Hanover Chamber or want to know how you can maximize your benefits, join us for one of these sessions.

Sponsored by



Light refreshments will be served.
Please RSVP with time by Oct. 28th.
See pg. 11.

This will be the last "Chamber Connection" issue in two-color because we are going full-color next month!

This is the perfect opportunity to make your ad pop!

Reminder: Send us information on your business' expansion, anniversary, new hires, promotions, etc. so we can include in future issues. This exposure is part of your Chamber benefits. Send all information to
Melissa Speal at
mspeal@hanoverchamber.com.

HANOVER AREA CHAMBER OF COMMERCE

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Chamber Connection is a monthly publication of the Hanover Area Chamber of Commerce. For deadline information, please contact Melissa Speal at mspeal@hanoverchamber.com.

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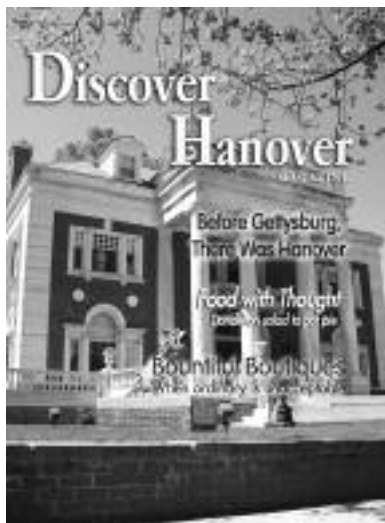
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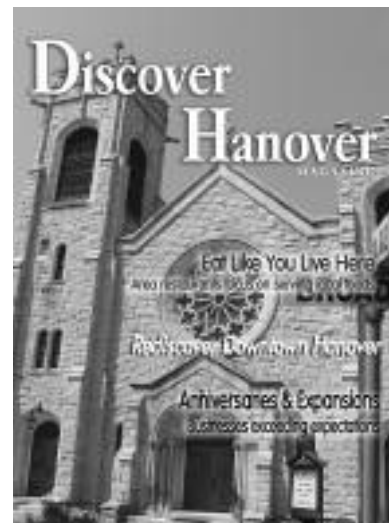
Chamber increasing distribution and copies to meet demand



2009 Issue
7,500 printed
37 advertising businesses



2010 Issue
10,000 printed
50 advertising businesses



2011 Issue
10,000 printed
53 advertising businesses

Secure your ad space by Nov. 1 to receive 2009 prices!

Only a signed contract is required.

We will invoice you in January 2012.

**2012 Issue
15,000 printed
What are you waiting for?**

To take advantage of the Early Bird Rate, please contact Melissa Speal, Marketing/PR Director, at 637.6130 or mspeal@hanoverchamber.com.





Does Your Business Insurance
EARN *Dividends?*

Ours does. Our business insurance group program through Penn National Insurance is one of the many benefits of Chamber membership. We've returned more than \$6.9 million in dividends to our member policyholders over the last 14 years. To find out more, contact Melissa Speal at the Chamber, 717-637-6130, or Susan Stropparo at Glatfelter, 717-852-8000.



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Learn How the AVA Assessment Can Work for Your Business

AVA was developed specifically to address workplace needs. It assesses behaviors, job activities and the fit between them. The Job Activity Rating (JAR) assesses the work environment in which a job is performed,

identifying strong candidates for success and providing managers with a meaningful framework for improving performance and productivity.

Dynamic. AVA reveals how individuals will act in a variety of situations: person to person, person to job, job to job.

Comprehensive. AVA's free-response format provides insights into the full range of predictable behaviors, including the extent of a behavioral tendency, an individual's commitment to a behavioral style, his / her flexibility in the face of situational challenges, and the relationship of behavioral tendencies to one another.

Highly accurate and reliable. Ongoing research and development assure that AVA results are valid across a wide range of industries, job descriptions and employment levels.

Chamber Dollars Program to Launch this Month

The Hanover Chamber has developed the "Chamber Dollars" gift certificate program and will be ready to sell checks by mid-October.

Employers looking to get their employees the gift of choice, can purchase their Chamber Dollars at the Chamber office in \$10 and \$25 denominations.

The checks are redeemable for goods and services (same as cash) at participating Chamber member businesses. Although merchants will accept the checks as cash, no change will be given. This encourages gift recipients to spoil themselves!



Information Session
 Wednesday, November 9th
 8 - 10 a.m. @ Chamber office
 Complimentary, but registration is required
 RSVP to 637.6130 or
office@hanoverchamber.com

"I worked with Dave Borden and AVA to deal with a very difficult employee. The AVA assessment allowed Dave and I to build on this employee's strengths and show him how his weaknesses were negatively affecting his job," explains

Bert Elsner, Elsner Engineering. "Over several months, this employee changed his approach to work and communication with fellow employees. The employee now feels better understood and has controlled his negative communication style to become a highly effective and motivated employee once again.

Elsner adds, "I would recommend the AVA solution to anyone wishing to turn around

a lower performing employee or to enhance the approach of a high achieving employee who just needs some guidance to take their career to the next level."



For more information about AVA and how it can be applied to your organization, call Barry Frey at 717.509.8889, ext. 227 or email him at bfrey@lmaconsulting.cc.

To register for the complimentary Information Session, please contact the Chamber.

Partner to Get the Most Out of Your Marketing Chamber's Partnership Program Maximizes Your Exposure

Did you know? Over 92 percent of Hanover Chamber members join for networking, advertising and promotional opportunities!

The Hanover Chamber Partnership Program is a promotional tool for your

business. This program gives you the opportunity to be identified with the programs and events of the Chamber.



The program is convenient and allows members to review all of the Chamber's sponsorship opportunities at a glance, and then target your investment to get the most for your dollars.

The 2012 Partnership Program was sent with your Membership Renewal. Be sure to check out the cost-saving advertising packages, events and programs!

Participation is easy! Just complete and return the form to the Chamber. Don't have a copy on hand? Just log onto www.hanoverchamber.com/about_benefits.

Participating businesses will be listed on the Chamber website, and each business will be provided marketing collateral and point-of-sale material to signify that Chamber Dollars are accepted.

There is no cost beyond Chamber membership dues for members to participate in the program.

If you are interested in participating in the Chamber Dollars program and would like to have your business promoted at no cost, please contact the Chamber office at 637-6130 or office@hanoverchamber.com.

Ribbon Cuttings

Hobby Lobby

111 Wilson Ave., Ste. 3, Hanover 630-8297
www.hobbylobby.com

Kari Andrews, Manager, Hobby Lobby, (center holding scissors) and Gary Laird (left center) proudly celebrate the opening of the new Hanover store. With departments ranging from crafts, hobbies, picture framing, jewelry making, fashion fabrics, floral, cards & party, baskets, wearable art, home accents, and holiday supplies, Hobby Lobby is the place to shop with super selection, super savings . . . everyday!



SERVPRO of Gettysburg/Adams County

3045 York Rd., Gettysburg 337.9958
www.servproofgettysburg.com

SERVPRO of Gettysburg/Adams County celebrated the expansion of their business. They have moved operations to their new facility at 3045 York Rd., Gettysburg. The building features 2200 sq ft of office/conference space, a flooring show room, and 1400 sq ft of production and warehouse space.

L. to r.: Greg Livelsberger, Gettysburg Adams Chamber of Commerce (GACC) Board Member; Carrie Stuart, President, GACC; Holly Sutphin, assistant to Congressman Todd Platts; Josh Schlotterbeck, Marketing Director, SERVPRO, Kenneth VanHoutte, SERVPRO; Jayson Stillman, Production Manager, SERVPRO; Tony Hoover, Technician, SERVPRO; Skip Strayer and Scot Pitzer, assistants to Senator Rich Alloway; and Rep. Dan Moul.

ACNB Bank

221 North Main St., Spring Grove
 1.888.334.ACNB www.acnb.com

ACNB Bank celebrated the opening of their brand new location, which is nestled in the Spring Grove community.

ACNB provides personal and business banking services, including deposit services, cash management, internet banking, loans and more.

For more than 150 years, ACNB has had the privilege of helping people, businesses and nonprofit organizations achieve their financial goals. They are grateful for this privilege. As a way to show their thanks, they regularly give back to local communities in a variety of ways.



Centrello Moves to Accommodate Expanding Staff

Centrello, Inc. recently moved to 128 Baltimore St, Suite 7, Hanover to accommodate its recent growth.

Centrello is a growth and performance firm specializing in growing profitable revenue for their clients through lead generation and new business development.

They hunt, prospect, and generate new leads for their clients and bring pre-qualified prospects for either immediate or future business to your company.

Centrello works with clients who want to aggressively increase sales, profitability, and market share. If you want to increase the size of your sales force without increasing the size of your office; they may be your solution.

Centrello also welcomes the following to its staff:

Jacquelyn Lindaw has over 20 years of sales, marketing, and administrative

experience working in the electronic, data, media, and retail industries. Her extensive experience includes working in inbound and outbound call centers and maintaining client relationships, pricing, and account management.

Lindaw also has completed courses in 2008-2009 in sales and marketing through Colorado Technical University.

Frank Williams is an account executive with Centrello Inc. and a graduate of The George Washington University. He has been in the sales industry for more than 10



Back row, l. to r.: Tony Lardarello, owner; Frank Williams, associate; and Larry Devilbiss, associate. Front Row, l. to r.: Tami Lardarello, associate; Lisanne Gray, associate; Danielle McDoanld, lead prospector; and Jackie Lindaw, prospector.

years. Williams is a student of the Sandler's Sales Training and is focused on serving clients in the Southern Maryland and Northern Virginia areas.

Throughout his professional career he has been named to the Century Club for his initiative and dedication to perform, the Keystone Club for his outstanding sales performance and the Presidents Club for his pursuit of excellence.

Larry Devilbliss brings more than 11 years of sales experience in different industry's including transportation, banking, mortgage, insurance, and pool and spa. Devilbiss has his B.S in Business Administration with a concentration in Finance from Frostburg State University. He has owned a few businesses including his most recent venture, Recreation Transportation.

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October 14

Dave Wauls, LMA Consulting Group

Planning Process: Learners will discover a planning process along with how to establish goals & objectives. Participants will also have to develop a plan for one of their goals & objectives.

Each session is \$50/member and will be held 8 - 11 a.m. at the Chamber office.

October 21

Kim Goff, Goff Website Consultants

Website Development Tips for Business Websites: Websites are often the new "first impression" of a business. Your website has to be professional, visually effective and user friendly. This course will provide tools and tips to create an effective website (content, format, navigation and visual tips), Search Engine Optimization, how to shop for a web developer, hosting services and social media optimization.

October 28

Dave Wauls, LMA Consulting Group

Delegating for Results: Participants will learn the skill of good organizing, the steps necessary for good delegation, and finally practice that new found skill.

Discount: Individuals registering for three or more sessions, receive a \$10 discount per session. **Register on pg. 11.**

Business Briefs

Adecco (Hanover) Promotes Groft to Branch Manager



Julia Groft began her career in human resources and staffing in 2006 and brings that valuable experience to the table within her new position of Branch Manager of the

Hanover branch of Manpower. She enjoys the fulfillment of connecting people with opportunities to enhance their lives and enjoys the challenge of helping associates follow their career paths. In her role, she will continue to provide creative workforce solutions to both clients and associates.

Miller Named 2011 HR Professional of the Year



York Society for HR Management (York SHRM) recognized **Patricia Miller** as the

2011 HR Professional of the Year. This annual award is given by York SHRM to an

individual who exemplifies

excellence in the HR profession. Miller has more than 25 years of HR experience, has had her own consulting firm, and since 2008 she has been the Dir. of HR for rabbittransit. Miller has served in many local and regional HR volunteer positions and is a White Paper Peer reviewer for Society for HR Management and an advisory member of the Strategic Business Competencies Committee for the HR Certification Institute. Miller is also an instructor for Penn Sate York and York College. She is part of an exclusive group of HR professionals who hold both designations of Senior Professional in HR and Global Professional in HR.

M&T Bank Announces New Benefit

M&T has developed programs over the past six months to help doctors better manage the financial aspects of their practice. After Medicare suggested medical practices implement an Electronic Health Records system, M&T created a loan package with flexible terms so doctors could take



Understanding what's important®

full advantage of the incentives offered by the government. Federal programs are offering practices' up to \$44,000 per doctor incentives to help offset the cost of the system. M&T's loan program includes a great rate and no interest in the first year if qualifying.

M&T has also created some programs for doctors looking to buy-in to a practice or acquire an existing practice. Sometimes it's not easy for young doctors to get credit when they have practiced for a limited number of years. They may have limited

personal liquidity and need a bank that understands the health care industry. Or it could be a more established physician who doesn't want to tap into his personal savings or retirement nest egg. M&T helps with practice buy-ins or acquisitions with flexible credit structures

like 10 years amortization and 100% financing. Overall, it's a program that helps doctors get the start they need without hurting their short term earnings capabilities.

M&T Bank understands the importance of building long-term relationships with our customers and the communities we serve because it's what we've been doing for more than 150 years. It's why they keep banking decisions local. And why they take the time to get to know your needs.

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Christmas Luncheon

Friday, December 16th • Hanover Country Club

11:30 a.m. Eggnog social • 12:15 p.m. Lunch & program

Presentation by local legislators

Eggnog sponsor:



Lancaster, York, and Berwyn Kiwanis Club
A Kiwanis International Organization

\$32/member

UCP OF SOUTH CENTRAL PA

HOLIDAY GIFT WRAP !!

UCP is once again offering businesses, clubs, school groups and organizations the opportunity to be volunteer sponsors for our annual gift wrap fundraiser.

Here's how it works: your employees volunteer as "gift wrappers" for the day and your business gets full credit for the time.

✓ Choose the day and appoint a "team" captain. We'll do the rest!

✓ Email your preferences. We'll send a sign up sheet and packet of information for you to plan your day(s) of volunteering.

Dress in
holiday gear!

MAKE GIVING FUN!

Have an office
competition!

(Service projects are welcome!)

Wear company or organization logo shirts & Santa hats!

Invite family, friends, and kids to join in... **YOU form and design your team!**

Dates and Times: NORTH HANOVER MALL & YORK GALLERIA MALL

Dec. 5, 6, 7, 8, 9 : 10 am - 5 pm

Dec. 10, 11, 12, 13, 14, 15, 16 : 10 am - 7 pm

Dec. 17, 18, 19, 20, 21, 22, 23: 10 am - 9 pm

Dec. 24: 7 am - 5 pm

For more information, contact Cynthia Greco at (717) 476-0695

or cgreco@ucpsouthcentral.org

visit us at www.ucpsouthcentral.org

Holiday Gift Wrap is one of UCP's of South Central PA largest fundraisers. Donations will go toward programs that enhance the quality of life and promote productivity and independence for people with all types of disabilities.



Kiwanis Club Of Hanover
Key Club of Hanover High School
Key Club of Spring Grove High School
Key Club of South Western High School

ROSE SALE

Long Stems boxed
with Baby's Breath
only \$15/doz.

Delivered on Friday Oct. 21 by
Key Club & Kiwanis Members
Or you may pick up in rear of
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Order Now for October 21st Delivery!

Order deadline September 30th

Please give the completed order form below with your payment to any Kiwanis or Key Club member or mail to Kiwanis, P. O. Box 351, Hanover, PA 17331. Sorry, we cannot accept COD orders. Please make checks payable to: *Hanover Kiwanis Foundation*

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Increased Room Tax to Benefit York County Through Tourism Grant Program

York County tourism employs over 10,400 people with visitors spending \$717 million annually, generating tax relief for all county residents. York County's Official Tourism Promotion Agency, the York County Convention & Visitor Bureau (YCCVB), exists to positively impact economic development in York County through the promotion of all forms of visitation.

On August 24, 2011, the YCCVB Board of Directors approved a Memorandum of

Understanding (MOU) with the York County Board of Commissioners to increase the hotel room tax from 3% to 5% and invest those revenues to generate significant economic impact for our community. The MOU directs 53% of the proceeds from the room tax to the YCCVB, York County's Official Tourism Promotion Agency. The York Expo Center, our community's convention center, will receive 14%, and the remaining 33% will be distributed to organizations in York County via a tourism grant program.

The YCCVB is responsible for ensuring room tax dollars are spent on tourism-related efforts. A similar agreement existed between the YCCVB and the County of York when the tax was increased to 3% in 2001. This MOU is necessary as our State Delegation wanted an agreement in place before they mounted an effort to increase the tax through the State Legislature.

With industry expertise from the YCCVB, the 5-year MOU allows for development of a York County tourism grant program, where 33% of annual room tax revenues will be available via grant funding.

For more information, contact the YCCVB at 1-888-858-YORK or visit www.yorkpa.org.

Hanover Symphony Orchestra

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Fish & Chips: "An English Treat"

Sunday, October 30, 3 pm

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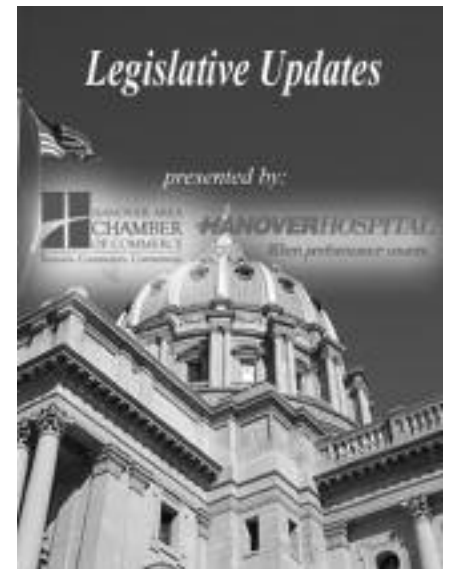
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The Hanover Chamber and Hanover Hospital proudly present Legislative Updates.

This new service tracks legislation that may impact your business. To remain informed, simply click the image above on the Hanover Chamber's home page at www.hanoverchamber.com.

If you are interested in tracking additional bills, please contact the Chamber so we can add the information to our website.

Eye-Opener Breakfast

Wednesday, October 19, 7:30 a.m.

South Western High School
200 Bowman Rd., Hanover



Salutes:

- Minuteman Press** - new owner
- Holtz Family Chiropractic** - expansion
- Prudential Bob Yost Homesale Services** - new owner
- Salon Utopia** - new location
- UTZ Quality Foods** - 90th anniversary

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Breakfast Features Auterson & Grant Presentation

Darrell Auterson, President, York County Economic Development Corporation (YCEDC) explained the York County Chamber of Commerce (YCCC) and

the YCEDCs relationship with the Hanover Chamber. In fact, Paul Wojciechowski, YCEDCs Hanover representative, now works out of the Chamber office.



L. to r.: Darrell Auterson, YCEDC; Bob Coradi, Susquehanna Bank (sponsor); Fletcher Hiigel, Guthrie Memorial Library; and Gary Laird, Hanover Chamber.

YCEDCs recently approved a Memorandum of Understanding (MOU) to affiliate the two existing organizations under a common parent organization. The parent organization will be a 501(c)3 corporation called the York County Economic Alliance.

Auterson also addresses the importance of

A transition period over the next few months will entail initiating the legal process for incorporating the York County Economic Alliance, formation of integration working groups, refinement of the integration work plan and other activities in preparation for full implementation effective January 1, 2012.



L. to r.: Rebecca Costello, Chair, YCCVB and Manager, Hampton Inn; Amanda Witman, YCCVB; and Gary Laird.

Membership Mixers

Tuesday, October 4, 5 - 7 p.m.
Guthrie Memorial Library
100th Anniversary Celebration
2 Library Pl., Hanover
Catered by Altland House

Tuesday, November 22, 4 - 6 p.m.
Finch Services
516 Frederick St., Hanover

Please RSVP to the Chamber so the host may accommodate all guests.



Mark Riggs, RCS Financial Group (left) and Mike Farley, ACNB Bank enjoy networking at the Prudential Bob Yost Homesale Services, Eisenhower Dr., Hanover.

Be Connected

Please complete form and return with payment to the Hanover Area Chamber of Commerce, 146 Carlisle St., Hanover, PA 17331. You can also register by calling 637.6130, F: 637.9127 or E: office@hanoverchamber.com.

Events

- | | RSVP | Investment |
|--|-------------|------------------------|
| <input type="checkbox"/> October 4
Membership Mixer, 5 - 7 p.m.
Guthrie Memorial Library, First Floor, 2 Library Pl., Hanover
Attendees: _____ | ASAP | _____ Complimentary |
| <input type="checkbox"/> October 14
Workshop: Planning Process, 8 - 11 a.m., Hanover Chamber office
Attendees: _____ | ASAP | _____ *\$50/member |
| <input type="checkbox"/> October 19
Eye-Opener Breakfast, 7:30 a.m., South Western High School, 200 Bowman Rd.
<i>Sponsored by Stoudt Advisors</i>
Attendees: _____ | 10/12 | _____ \$11/m; \$15/n-m |
| <input type="checkbox"/> October 20
Hanover Chamber's Annual Meeting, 4 - 7 p.m., Eichelberger Performing Arts Cntr.
<i>Sponsored by Hanover Hospital & APPI Energy</i>
Attendees: _____ | 10/12 | _____ Complimentary |
| <input type="checkbox"/> October 21
Workshop: Website Development Tips for Business Websites, 8 - 11 a.m.
Hanover Chamber office
Attendees: _____ | 10/13 | _____ *\$50/member |
| <input type="checkbox"/> October 28
Workshop: Delegating for Results, 8 - 11 a.m., Hanover Chamber office
Attendees: _____ | 10/19 | _____ *\$50/member |
| <input type="checkbox"/> November 8
New Member Orientation, 7:30 a.m. & 12 p.m., Hanover Chamber office
<i>Sponsored by SCORE (circle time slot)</i>
Attendees: _____ | 10/28 | _____ Complimentary |
| <input type="checkbox"/> November 9
AVA Info Session, 8 - 10 a.m., Hanover Chamber office
Attendees: _____ | 11/01 | _____ Complimentary |
| <input type="checkbox"/> December 16
<i>Christmas Luncheon, 11:30 a.m., Hanover Country Club</i>
<i>Eggnog Sponsor: Lutheran Retirement Village</i>
Attendees: _____ | 12/02 | _____ \$32/member |

_____ **Total**

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Advanced registration is greatly appreciated. Cancellations made within 48 hours of the event are nonrefundable.



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